

CONNECTXPERIENCE

uniting human
creativity and ai
in marketing

2-3
NOVEMBER

2023 SPONSORSHIP OPPORTUNITIES
ANNUAL CIMPA CONFERENCE



CONFERENCE OVERVIEW

Join a host of local and international organisations in support of CIMPA's much anticipated annual marketing conference, taking place November 2-3, 2023 at the Grand Cayman Marriott Beach Resort.

DAY 1: A full day of innovative workshops + networking with local and international industry professionals.

DAY 2: A full day conference featuring a packed agenda of local and international presenters + networking + Awards Social



This year's theme will explore integrating human and AI-driven marketing approaches to innovate and elevate your brand's presence, engagement, and impact.

Help us bring this year's topics to life:

- ✓ Crafting compelling content
- ✓ Reshape your perception of marketing possibilities with AI Innovation
- ✓ Data-driven decision-making that can take your marketing strategies to new heights

The **two-day event** will be jam-packed with international speakers, small-group workshops, networking opportunities, Awards announcements and more, all designed to educate and inspire. **Our first confirmed speakers are Greg Kihlstrom and Jeff Abracen speaking to 'Creating an AI Philosophy for your Business', and "Human. Kind. How creatives can play nice with robots."**

BECOME A SPONSOR



As a sponsor your organisation will have the opportunity to:

- Enhance your company profile with a variety of stakeholders through brand alignment and exposure
- Reach top decision makers and influencers in the Cayman Islands
- Gain significant market recognition through media publicity including eblasts, social media, radio and more
- Obtain greater visibility for your company's products and/or services as an exhibitor
- Access exclusive networking opportunities with clients, peers and prospects
- Support a not-for-profit organisation increasing your community involvement and the realization of company CSR goals
- Make a direct positive impact on the professional development of the next generation of marketing professionals in the Cayman Islands

These are just some of the many benefits to your organisation.

Outlined in this pack you will find a variety of premium sponsorship opportunities designed to raise awareness of your organization and the products and/or services you provide.

If you are interested in becoming a sponsor or for further information about this year's conference visit www.cimpa.ky or email events@cimpa.ky.

We look forward to speaking with you and building a sponsorship package that will offer an excellent return on your investment!

PREMIUM SPONSORSHIPS

GOLD
CI\$5,000

SILVER
CI\$3,500

BRONZE
CI\$2,000

| EXHIBITOR BOOTH | | | |
|---|---------------|---|---|
| | PREMIUM BOOTH | X | |
| CONFERENCE PASSES | | | |
| FULL DAY CONFERENCE PASSES | 2 | 1 | 1 |
| WORKSHOP PASS | 2 | 1 | 1 |
| EXHIBITOR PASS (CONFERENCE ONLY) | 2 | 1 | |
| BRANDING (LOGO PLACEMENT - TIERED) | | | |
| REVOLVING SCREEN PRESENTATION | X | X | X |
| CONFERENCE PROGRAMME | X | X | X |
| DEDICATED SOCIAL SHARE | X | X | X |
| CIMPA WEBSITE | X | X | X |
| CIMPA CONFERENCE EBLASTS | X | X | X |
| PUBLIC RELATIONS (SPECIAL MENTION) | | | |
| PRESS RELEASES | X | X | |
| RADIO INTERVIEW | X | X | |
| TOTE BAGS | | | |
| ONE PIECE OF LITERATURE IN TOTE | X | X | X |
| ONE GIFT PLACED INSIDE THE BAG | X | X | X |

NETWORKING SPONSORSHIPS

TITLE EVENT SPONSOR (Exclusive) CI \$7,000-\$10,000

Partner with CIMPA to Co-Brand 2-Day event for maximum exposure and brand recognition to islands top decision makers.

WORKSHOP/CONFERENCE SPONSOR CI \$2,500-\$5,000

Introduce the conference attendees to your brand and offerings by sponsoring a workshop or conference segment.

BREAKFAST / LUNCH SPONSOR CI \$2,500-\$5,000

Introduce the conference attendees to your products and services by hosting the networking breakfast or lunch.

AWARDS SOCIAL COCKTAIL SPONSOR CI \$2,500-\$5,000

Help us celebrate the CIMPA Awards and the end of another successful event by sponsoring the post-conference cocktail reception.

***All packages are negotiable...**



NETWORKING SPONSORSHIPS

**Workshop or Segment
SPONSOR (Exclusive)
CI\$4,000**

**Workshop or
Breakfast/Lunch
SPONSOR
CI\$2,500**

**COCKTAIL
SPONSOR
CI\$2,500**

| EXHIBITOR BOOTH | | | |
|--|-----------------|----------------------|-------------------------|
| | ON WORKSHOP DAY | X | |
| CONFERENCE PASSES | | | |
| FULL DAY CONFERENCE PASSES | 1 | 1 | 1 |
| WORKSHOP PASS | 4 | 1 | 1 |
| EXHIBITOR PASS (CONFERENCE ONLY) | 1 | | |
| BRANDING (LOGO PLACEMENT - TIERED) | | | |
| Select CONFERENCE Graphics | X | X | X |
| REVOLVING SCREEN PRESENTATION | X | X | X |
| DEDICATED SOCIAL SHARE | X | X | X |
| CIMPA WEBSITE | X | X | X |
| CIMPA CONFERENCE/WORKSHOP EBLASTS | X | X | X |
| LOGO PLACEMENT AND MENTION IN CONFERENCE PROGRAMME | X | X | X |
| BRANDED OPPORTUNITIES ON SITE | | | |
| DIRECTIONAL AND TABLE SIGNAGE | X | X | X |
| PULL UP BANNER | FRONT OF ROOM | BREAKFAST/LUNCH AREA | COCKTAIL RECEPTION AREA |
| OPPORTUNITY TO DISTRIBUTE BRANDED COLLATERAL | X | X | X |

EXCLUSIVE SPONSORSHIPS

| | |
|---|--|
| <p>PHOTO BOOTH - CI\$2,500</p> | <p>The photo booth will be in place for a 2-hour period on the main conference day. Timing is flexible and can be agreed in accordance with the sponsor's requirements.</p> <ul style="list-style-type: none"> • One Two-Day Conference Pass (including workshops) • Branding - Logo placement on posters/flyers, social media, CIMPA website, revolving screen presentation • Recognition and logo in CIMPA newsletter and email blasts • Logo placement and mention in conference program • Opportunity to distribute literature and/or promotional items • Co-branding on printed and digital souvenir photos |
| <p>LANYARD SPONSOR - CI\$1,500</p> | <ul style="list-style-type: none"> • Co-branded lanyards featuring your logo will be distributed to all delegates with their pass • Logo placement on CIMPA website and social media pages • Logo placement and mention in conference program • Recognition and logo in CIMPA newsletter and email blasts |
| <p>TOTE BAG SPONSOR - CI\$1,500</p> | <ul style="list-style-type: none"> • Conference tote bags branded with your company name/logo • Literature and corporate gift in bag • Logo placement on CIMPA website and social media pages • Logo placement and mention in conference program • Recognition and logo in CIMPA newsletter and email blasts |
| <p>EXHIBITOR - CI\$1,000</p> | <p>As a CIMPA Exhibitor you will receive...</p> <ul style="list-style-type: none"> • Greater visibility to display your company's products and services on the main day of the conference • 8ft wide exhibition booth space • 6ft table, 2 chairs and electrical outlet • Logo placement on CIMPA website and social media pages • Recognition and logo in CIMPA newsletter and email blasts |
| <p>GIFT/LITERATURE IN TOTE BAG - CI\$500</p> | <p>Let delegates know about your business by placing a piece of literature or a giveaway displaying your company logo in the conference tote bag received by all delegates.</p> |
| <p>CUSTOMISED PACKAGE</p> | <p>If you haven't found the perfect package among our offerings, we invite you to explore the possibilities of a customised sponsorship. Contact our sponsorship team today!</p> |

LET'S WORK TOGETHER

Join us in shaping the future of marketing innovation in Cayman. Become a sponsor, and position your brand and business as a key player in the realm of marketing and communications excellence, AI advancement, and industry support of the local workforce and community.

Got questions? Contact us today.

www.cimpa.ky

info@cima.ky

